



A PLACE FOR TODAY. TOMORROW. THE FUTURE.

**Village of Roscommon**  
**PUBLIC**  
**PARTICIPATION**  
**PLAN**

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## **OVERVIEW and PURPOSE**

Citizen engagement through a planning process is crucial to the success and effectiveness of the plan. By providing an opportunity for community input, village officials and administrators ensure community stakeholders have an opportunity to “by-in” to their governing plan. Such a process also enhances both the ability and responsibility of public participants to affect the Village’s future. If requested, the Village of Roscommon shall assist developers/applicants in soliciting input from neighboring stakeholders and the public in general, early on and throughout the planning process, to ensure their understanding and acceptance and will endeavor to work with all parties to prevent obstacles from arising late in the process.

In circumstances when the village consults with a third-party entity, that entity shall adhere to the provisions of this Plan, if applicable.”

Creating a public participation plan or P3, as referred to by the Michigan Economic Development Corporation’s (MEDC) Redevelopment Ready Communities program, will allow the Village to engage the public during substantive planning, zoning, and development projects. This ensures a retention of institutional knowledge over time. By documenting and analyzing information on participation efforts, the Village of Roscommon will be able to more objectively assess its efforts and adjust accordingly, thereby creating an effective set of best practices to consult for future uses.

# COMMUNICATION TOOLBOX

Venues and Engagement Efforts							
	Master Plan	Zoning Amendments	Environmental Projects	CIP planning	Parks and Recreation Planning	Major Development SLU	Permitted Uses
Preapplication meetings							
Surveys							
Open House meetings							
Charrettes							
Walking Tours							
1:1 Interviews							
Focus Groups							
Local events							
News, Media							
Public Hearing							Not Required

Recommended
Optional
Required

## **PARTICIPATION GOALS and OBJECTIVES**

As the Village of Roscommon strives to involve the community in the decision-making process, Village staff use various methods of communications and outreach in order to understand resident desires. Principal goals of the Public Participation Plan are outlined below.

- Develop and maintain staff expertise in methods of community participation
- Solicit public participation in each phase of planning processes
- Provide participation opportunities that support and encourage active and effective community involvement
- Use forms and methods of communication that ensure broad access to information
- Record results of public engagement and report such results back to the public

## **COMMUNICATION METHODS**

The Village of Roscommon uses a variety of methods for communicating with the public. Village staff seek ways to communicate by researching and experimenting with contemporary and traditional methods. The Village staff oversees innovative communication opportunities that include technological means and multiple media platforms.

The Village is updating its website to streamline and enhance online communications. Various social media accounts have been created including [Facebook](#), [Twitter](#), and [Instagram](#).

Realizing that not all residents use computers, the exclusion of notifying certain residents can occur. Therefore, the Village will use a variety of communication methods, such as:

- **Newspaper posting:**  
The Village will utilize the local newspapers:  
Houghton Lake Resorter  
Up North Voice
- **Website posting:**  
The Village website, <https://www.roscommonvillage.com/>, announces meetings, posts agendas, minutes, and sometimes will contain pages or links for topics of major interest.
- **Radio Stations:**  
100.3 WQON  
98.5 WUPS  
92.1 WTWS
- **Printed postings:**  
  
Available for viewing at Village Hall and local bulletin boards

- **Announcements:**

Announcements are made during meetings of the Village Council, Downtown Development Authority, Planning Commission and other boards and commissions.

- **Press releases and articles:**

Houghton Lake Resorter  
Up North Voice

- **Email or postal mail:**

Interested parties may request to the Village Clerk that they be notified personally of meetings/topics for discussion. The City also issues postal mailings to neighbors within 300 feet, according to statute.

- **Water bill notices:**

The city can print communications on the monthly water bills.  
Customers will be informed on where to obtain information and how to share their opinions.

- **Newsletters:**

The city produces an annual newsletter which will be used to provide information and announcements

## **ANNOUNCEMENT METHODS FOR PUBLIC MEETINGS**

- Newspaper notices
- Website postings
- Fliers
- Council meeting announcements
- Postcards
- Water bill attachment or short message
- Village social media accounts

## **SURVEYS**

Surveys are useful for identifying a broad scope of ideas or issues from a community perspective. A community may use a survey to identify where to start in the planning process or the general climate surrounding a topic. Surveys can be useful to get a general idea of public opinion on a specific community issue. The most recent planning process began with a Village *public opinion survey* in 2018. As with most public input efforts, it is best to vary information-delivery methods (e.g., mail, handouts, and electronic).

## **WEBSITE/SOCIAL MEDIA**

The Village's new website will be a practical platform to access project and contact information. Proposed-project information will be incorporated into an online-website format. Social media will update audiences on project progress, distribute meeting notifications, solicit feedback from surveys, acknowledge general comments, and/or generally engage and inform the public.

## **MOBILE COMMUNICATIONS**

Mobile-phone texting reaches a wide audience. Young adults are more likely to communicate via cell phone and text than other traditional media methods. Seniors and low-income persons are the most unlikely to text. The Village of Roscommon will research cell phone and texting options to increase communication with the public.

In summary, a myriad of communication means, and methods will be used to ensure effective public participation in all facets of Village management, planning, and development activities.

## **MASTER PLAN UPDATE**

The Master Plan is the visioning document for the Village from which present and future developments and policies are maintained and created. The aforementioned communication tools are used to gain the attention and involvement from the widest number of Village residents.

As an example, notice was given to village residents in the summer of 2018 when the planning process began by using a *public opinion survey*. The survey helped the RRC committee shape and draft the Master Plan to reflect Roscommon residents' present and future desires.

## **ZONING ORDINANCE UPDATE**

The Zoning Ordinance is the document that enforces the Master Plan's vision and promotes the community's health, safety, and general welfare. Since the document establishes land-use regulation and provides for the administration, enforcement, and amendment of those regulations, it is essential that the public be informed and given the opportunity for input on zoning updates. While zoning is based on and enforces the master plan, many zoning regulations are based in state law and, therefore, the input process is not as flexible to public input. Nonetheless, the Village will use its communications methods accordingly to keep the public well advised.

## **PRE-APPLICATION REVIEW**

Applicants are encouraged to submit a pre-application plan for review by the Village Manager

and Zoning and Building Official prior to submitting a formal application or site plan. The review shall be informal and advisory only and shall not constitute any form of approval or authorization of granting a permit. The review shall be at no cost to the applicant. (See “Guide to Development” on Village website

[\[http://roscommonvillage.com/boards/planning-commission/](http://roscommonvillage.com/boards/planning-commission/) [Guide to Development/Conceptual meeting procedures].) A suggestion for a developer’s early stakeholder outreach can also be found at this section of the Guide.

## **COMMUNICATING RESULTS**

Results from public participation sessions will be communicated back to the public by including their comments in the final planning document. Media will also be used to release public-input comments indicating, for example, the most interesting points, how many people attended, and whether further participation will be forthcoming. This will demonstrate that public responses are heard, input is desired, and that the Village wishes to create an environment of transparency.

Public-meeting minutes shall be posted online. Village staff will compile, and report completed public surveys in a timely manner. Survey results will be posted online and, in the newspaper, when appropriate.

## **EVALUATION AND IMPROVEMENT**

Review of its public-input process ensures the Village of Roscommon will remain a thriving and connected community. The residents are what make the Village such a great place to live. Their creativity and talent are integral to the community planning process. Therefore, reflection on communication and involvement efforts are needed to assure such methods are effective.

An “Event Satisfaction Survey” will be used at each public event. Results will be analyzed by keeping records of participation, including the types of communication used, the quantity of comments received, and the number of participants involved. The survey sample can be found at the end of this document. Documentation will contribute to a public participation process that is continuously evolving to better obtain public input.

## **ANNUAL REVIEW OF PUBLIC PARTICIPATION STRATEGY**

This document is intended to be a living document that can adapt to changes in technology and best meet the needs of residents. Therefore, this strategy is reviewed annually, and public engagement activities will be reported via the PLANNING COMMISSION ANNUAL REPORT (Deadline: November). Methods that have failed will not be removed but will be reviewed and



documented so that the same mistakes will not be made in the future. The results will identify strengths and weaknesses and allow staff to maximize outreach methods. This feedback loop will create a continuous review process that enables officials to make improvements to strategy.

The Village of Roscommon will document public engagement activities held throughout the year and report it to the legislative body. This can be done through the Planning Commission Annual Report.

## **INCLUSIVITY**

The Village of Roscommon is committed to being inclusive when it comes to public outreach and making sure all voices are heard. Some practices Roscommon will continue to work on are:

Collaborations with:

- Roscommon Economic Development Corporation
- Roscommon – Higgins Lake Chamber of Commerce
- Roscommon Area Schools
- Roscommon District Library
- Higgins Township
- NEMCOG
- MEDC
- Others

Communications with constituents:

- Announcements/Information on water bills
- Updated and current website
- Email updates
- Feedback forms at public meetings and events
- Community Survey
- Public Meetings
- Economic Development Steering Committee

### **Involving all generations**

Vibrant communities are places where young people and older adults are included in all

aspects of community life. That includes being involved in making the changes they want to see in their community.

### **Ensuring diversity**

People of all income levels share the benefits of safe, affordable, accessible housing and transportation options. People of all ethnicities, races and cultures share the benefits of accessible, inviting parks and green spaces. People of all gender identifications and sexual orientations enjoy the benefits to health and well-being of having access to quality health services and community supports. When people don't know about community projects or when they don't feel welcome, they likely won't benefit. If people who are traditionally excluded from community involvement are involved with the effort—especially the implementation effort—it will encourage other members of often excluded communities to participate in the work.